GOOGLE BUSINESS PROFILE - SAMPLE OPTIMIZATION REPORT

Brightwater Plumbing & Drain

Austin, TX - profile audit, copy-paste pack and 90-day plan

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This is a sample. Brightwater Plumbing & Drain is a **fictional business**; any resemblance to a real company is coincidental. Its profile state, scores and facts are **invented** to show the format of a real report. No client data and no real profile were used. Phone numbers use the reserved fictional 555-01xx range.

Summary

6/25	10	8	1
CHECKS DONE	NEED WORK	MISSING	IF AVAILABLE

In this fictional scenario the profile is discoverable but incomplete: the description is keyword-stuffed, no services are listed, there are no recent photos or posts, and name, address and phone details are inconsistent across directories. All of that is fixable in a week. The pages that follow give you the exact text to paste, a shot list for real photos, posts, review replies, an FAQ content pack and a 90-day plan.

Note on Q&A and AI answers: profile features vary by region, category and verification status, and Google controls what its AI answers say. Rather than assume a Q&A publishing control exists, this report gives you an **FAQ content pack** for your website and eligible profile content. We cannot guarantee what Google's AI answers say.

No honest provider can promise a ranking. What this report delivers is guideline-aligned recommendations (subject to your profile's eligibility and verification) and a plan; ranking also depends on distance, relevance, reviews and competitors.

25-point profile scorecard

Basics

Check	Status
Business name matches real-world signage	Done
Primary category is the best fit	Needs work
Secondary categories: only accurate, relevant ones (the fewest that describe real services)	Needs work
Address or service area correct	Done
Local phone number is primary	Done
Website link goes to a matching page	Needs work
Regular and special hours set	Needs work
Opening date set	Missing

Content

Check	Status
Description is 750 characters or less and reads naturally	Needs work
Services listed with descriptions	Missing
Attributes set (only ones that are true)	Needs work
Booking or quote link set in the contact fields (if the business takes online bookings)	Missing
Products or service highlights used where relevant	Missing

Media

Check	Status
Logo and cover photo set	Done
Real photos in each category (team, work, vehicles, premises)	Needs work
New photos added in the last 30 days	Missing
Short video of the team or a job	Missing

Engagement

Check	Status
Posts published at least weekly	Missing
Review rating at or above 4.5	Done
Every review replied to within 48 hours	Needs work
Text or WhatsApp contact option, if available for this verified profile, with an approved response process	If available

Consistency

Check	Status
Name, address and phone match across 25 directories	Needs work
No duplicate or old listings	Needs work
Social and website show the same business details	Done
AI-answer readiness: FAQ content published on the website	Missing

Categories

Type	Category	Why
Primary	Plumber	The main thing customers search for. One primary category drives most of the ranking signal.
Secondary	Drainage service	Covers clogged-drain and drain-cleaning searches.
Secondary	Water heater installation service	Matches replacement and tankless installation searches.
Secondary	Water heater repair service	Matches repair searches, which are a separate intent from installation.
Secondary	Sewer service	Only if the business really does sewer line work.

These are sample category names and have **not** been checked in a live profile editor. A real report confirms each name in the editor before applying it. Use the fewest accurate, relevant categories, and only ones the business really offers. Google changes the list from time to time.

Business description

Before (126 characters)

BEST PLUMBER AUSTIN TX CHEAP 24/7 EMERGENCY PLUMBING CALL NOW 512-555-0100 www.example.com plumber plumbing drain water heater

All caps, a phone number, a web address and repeated keywords. Links and spammy keyword repetition do not belong in a description (contact details have their own fields); a description like this can be rejected, and repeated guideline violations put a profile at risk.

After (505 of 750 characters)

Brightwater Plumbing & Drain is a family-owned plumbing company serving homes and small businesses in Austin and nearby neighborhoods since 2014. We repair leaks and burst pipes, clear stubborn drains, and repair or replace gas and tankless water heaters. Licensed technicians arrive in marked vehicles, explain the problem and give an upfront price before any work starts. Emergency calls are answered around the clock. Call or request a visit online; most standard repairs are finished in a single trip.

Plain language, what you do, where, and why to trust you. No links, no phone number, no promotions.

Services (copy-paste)

Service	Description (max 300 characters)	Chars
Emergency plumbing repair	Burst pipes, active leaks and overflowing fixtures, answered around the clock. We shut off the damage first, then explain the repair and price before starting.	159
Water heater repair	Diagnosis and repair of gas and electric water heaters: no hot water, pilot problems, leaks, strange noises and failed parts.	125
Water heater replacement	Tank and tankless water heater replacement with removal of the old unit. We size the heater to your household and give a written quote first.	141
Drain cleaning	Clearing kitchen, bathroom and main-line drains with cable and hydro-jetting equipment, plus a camera check when the clog keeps coming back.	140
Leak detection and repair	Non-invasive leak finding for hidden pipe and slab leaks, followed by an itemized repair plan.	94
Toilet and fixture repair	Running or clogged toilets, leaking faucets, garbage disposals and shut-off valves repaired or replaced.	104
Sewer line repair	Camera inspection and repair or replacement of damaged sewer lines, including trenchless options where they suit the pipe.	122
Commercial plumbing	Service calls for small offices, restaurants and shops: repairs, drain clearing and scheduled maintenance.	106

Attributes

Turn on only the attributes that are true for the business, for example: online estimates, onsite services and the languages your team speaks. Do not select attributes you cannot back up; they can be reported.

Photo shot list (real photos only)

#	Shot	Used for
1	Logo on a plain background	Logo
2	Wide shot of a marked van outside a home	Cover
3	Team photo in uniform	Team
4	Technician explaining a repair to a customer (with permission)	At work
5	Water heater before and after replacement	At work
6	Drain camera on a monitor	At work
7	Tools and trucks, tidy	Vehicles and equipment
8	Shop or office exterior with signage (only if customers visit a public premises)	Exterior
9	Reception or dispatch desk	Interior
10	Licence and insurance displayed	Trust
11	10-20 second video: arrival and greeting	Video
12	Seasonal job photo each month	Fresh content

We do not generate fake or AI photos of your work. Real photos, a few each month, do the job and keep the profile within Google's rules. If you serve customers at their location rather than at your premises, a service-area profile hides the street address where Google requires it; skip premises photos in that case.

Four weeks of posts (sample drafts)

Week 1 - Update

Is your water heater making popping noises? That is usually sediment on the bottom of the tank. A flush can extend its life; if it is over 10 years old, replacement may be cheaper. Call or request a visit and we will tell you which.

232 characters

Week 2 - Tip

Before you leave for a trip: find your main water shut-off valve and make sure it turns. It takes two minutes and can save a flooded kitchen. Not sure where it is? Our technicians will show you at your next visit.

213 characters

Week 3 - Service spotlight

Slow drains in more than one fixture often mean a main-line problem, not a simple clog. We use a camera to see what is happening before recommending a fix. Request a visit online.

179 characters

Week 4 - Seasonal

Cold snap coming? Disconnect outdoor hoses, cover exposed pipes and know where your shut-off is. If a pipe does freeze or burst, our emergency line is answered around the clock.

177 characters

Review-reply templates

Reply to every review within 48 hours. Never offer anything in exchange for a review, never reveal customer details, and never argue in public.

5 stars

Thank you, {first name}. We are glad the visit went smoothly, and we have passed your kind words to the technician. If anything else comes up, we are one call away.

4 stars

Thank you for the feedback, {first name}. We would love to earn the fifth star: if anything could have been better, please tell us at the number on our profile and we will make it right.

3 stars

Thanks for taking the time to review us, {first name}. We want every visit to be a clear win. Please call us and tell us what fell short so we can follow up properly.

1-2 stars

We are sorry your experience fell short, {first name}. This is not the standard we set. Please call our office so a manager can review what happened and put it right.

Review that mentions price

Thank you, {first name}. We give an upfront written price before work starts so there are no surprises; if the final bill differed from your quote, please call us and we will go through it with you.

Review that is clearly not a customer

We cannot find a visit matching this review. Please contact us so we can look into it. We have also flagged the review to Google for a policy check.

FAQ content pack (for your website and posts)

Question	Answer
Do you offer emergency service?	Yes. Our emergency line is answered around the clock for burst pipes, active leaks and overflowing fixtures.
Do you give a price before starting work?	Yes. A technician explains the problem and gives an upfront written price before any work begins.
Which areas do you serve?	Austin and nearby neighborhoods. Tell us your address when you call and we will confirm.
Are your technicians licensed?	Yes. Our technicians are licensed, and the license number is available on request.
Do you repair and replace tankless water heaters?	Yes. We repair gas and electric tank heaters and install or replace tankless models.
Can I book online?	Yes. Use the request-a-visit form on our website or call during business hours.

Citations list (25 sites)

Claim or create the listings that are available, relevant and free of paid lead-generation commitments, skip duplicates, and write the name, address and phone number exactly as on the profile. Mismatches and duplicates are the most common consistency problem.

Site	Type
Apple Business Connect	Map and Siri listing
Bing Places for Business	Map and search listing
Facebook Business Page	Social and reviews
Yelp for Business	Reviews directory
Better Business Bureau	Trust directory
Nextdoor Business Page	Neighborhood network
Angi	Home-service directory
Thumbtack	Home-service directory
HomeAdvisor	Home-service directory
Yellow Pages (YP.com)	General directory
Superpages	General directory

Site	Type
Foursquare	Data source for other apps
MapQuest	Map listing
Manta	Small-business directory
Chamber of Commerce (local)	Local authority link
Alignable	Small-business network
Porch	Home-service directory
Data Axle	Data aggregator
Localeze (Neustar)	Data aggregator
Hotfrog	General directory
Cylex	General directory
Brownbook	General directory
Local trade association	Industry authority link
Local newspaper business directory	Local link
Industry licence-board listing	Official record

90-day plan

When	Action
Days 1-7	Apply categories, description, services and attributes; fix hours; upload first 12 real photos; set up the approved text or WhatsApp option if it is available for this profile
Days 8-30	Publish one post a week; reply to every review; claim the top 10 citations; publish the FAQ page on the website
Days 31-60	Claim further relevant citations; fix any duplicates; add a monthly photo set; start a polite, non-incentivized review request after each finished job
Days 61-90	Review calls, direction requests and website clicks from the profile insights; adjust services and posts; plan the next quarter

What we need to run this on your profile

- Your business name, address or service area, phone and website, and the link to your profile.
- Manager access to the profile (you can remove it at any time), or we deliver everything as a copy-paste document.
- Your top services, the neighborhoods you want more calls from, and anything that must not change.

Scope. Each item is checked against Google's guidelines. We do not create fake photos, reviews or addresses and do not promise rankings; recommendations are subject to eligibility and verification.